



AN UNCOMMON SENSE  
OF THE CONSUMER™

# MAXIMIZE DIGITAL BRAND ADVERTISING IMPACT

## WITH NIELSEN DIGITAL BRAND EFFECT

### ARE MY ADS RESONATING?

With the fragmenting media landscape, you have more options than ever to reach your audience and influence their opinion. This has fueled the need for consistent brand-relevant metrics across screens to ensure your advertising is producing the desired result.

Nielsen Digital Brand Effect is a leading brand advertising measurement and optimization solution that lets you evaluate online and mobile campaign performance in real-time using a brand relevant metric - brand lift.

### MEASURE BRAND LIFT

Using an intuitive dashboard, you, your agency and media plan participants can measure performance against the campaign's primary marketing objective using classic brand lift metrics such as awareness, attitudes, favorability, intent, and preference.

Performance drivers such as creative\*, site or app, segment, frequency\*, and viewability are

also highlighted, allowing you to increase performance accountability by connecting your entire media chain around the same data and directly collaborating to maximize campaign impact.

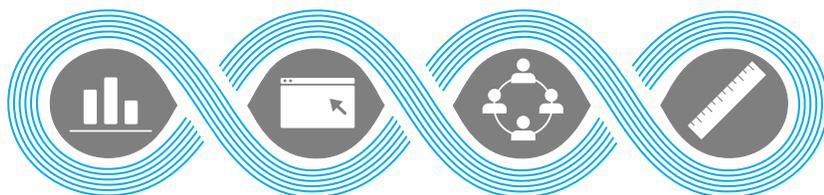
Over time, you can also develop performance benchmarks and compare results against Nielsen's market norms\*, allowing you to quickly build digital best practices across your entire brand portfolio.

### HOW IT WORKS

1. Configure campaign in online dashboard
2. Consumer sentiment is captured within the campaign footprint through a web-poll
3. Brand lift and viewable brand lift is calculated using a test/control methodology
4. Results, in total and broken out by creative\*, site or app, segment, frequency\*, and lifetime performance, are displayed in a web-based dashboard in real-time

**KEY BENEFITS**

- Maximize return on advertising spend
- Pinpoint exactly how digital advertising is impacting your brand
- Develop digital advertising benchmarks to improve performance over time



Evaluate overall performance against the primary marketing objective using a brand-relevant metric

Understand in real-time which ads to run, where to run them, and how often

Collaborate with agency and media partners to optimize performance and improve impact

Evaluate results against market norms\* and develop custom benchmarks

For more information contact your Nielsen representative at 866-864-1244 or visit [www.nielsen.com](http://www.nielsen.com)

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\*Not available for mobile web and mobile in-app campaigns not using the concurrent methodology

